

PRESS RELEASE

FotoWare presents new automatic repro tool at IfraExpo

At this year's IfraExpo in Vienna (October 8-11) FotoWare presents several new and exciting features concerning image workflow in newspaper and magazine production.

The highlight at the show is the new automatic repro tool called SmartColor™. Traditionally, manual retouching of images has been the key to high quality results. This time consuming and costly operation is now facing an extremely time and cost effective alternative with amazing results. SmartColor™ will automatically enhance the image contrast by setting the optimum white- and black-point, as well as perform gamma correction. What's more, SmartColor offers advanced colour enhancement that identifies different colour cast situations. It even enhances colours that naturally please the human eye, like skin, sky and vegetation. The shadows and highlights enhancement in SmartColor will make details in the shadow areas more visible, while in the overexposed areas, like a flash portrait, skin details can be recovered.



“In today's highly competitive newspaper market, FotoWare is pleased to introduce an automatic repro tool that will save time and increase efficiency considerably in a production environment”, says FotoWare founder and CEO Ole Christian Frenning. “SmartColor will automatically enhance the image for you, which again practically eliminates the need for manual intervention. With SmartColor newspapers can now offer high quality results, even on “last minute” images”, Mr. Frenning concludes.

At IfraExpo FotoWare also announces the transition to full XMP metadata support with the release of FotoWare system version 6.0. It fits perfectly with FotoWare's philosophy and indexing technology platform, and is fully backwards compatible. The shift from IPTC to XMP metadata support on all FotoWare applications opens new opportunities to the users. Metadata can now be added to any kind of file type, making it fully searchable for a FotoWare system. The multi-lingual support of XMP allows users to write and search for metadata in any language, a function warmly welcomed by international media houses.

Further news will be presented at the FotoWare stand no. A980, and at www.fotoware.com.

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FotoWare a.s

With more than thirteen years of experience in software development, and millions of licenses sold in ten different languages, FotoWare plays a pioneer role in the industry of digital imaging.

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